

## Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 05171 230927Z  
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----014066 231116Z /10  
R 230848Z AUG 77  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4746

UNCLAS TAIPEI 5171

E.O. 11652: N/A  
TAGS: BEXP, TW  
SUBJECT: VSMF LEASE EXTENSIONS FOR FY78

REF: A) USDOC 14575 B) TAIPEI 1379 C) 76 TAIPEI 2208

1. THE POST HAS FOUND THAT, OVERALL, THE VSMF SYSTEM HAS BEEN A USEFUL ADJUNCT TO ITS COMMERCIAL SERVICES DURING THE PAST 2 1/2 YEARS, AND RECOMMENDS THAT COMMERCE EXTEND THE LEASE. PREVIOUS POST EVALUATIONS OF THE VSMF SYSTEM -- STILL VALID FOR THE MOST PART -- WERE SUBMITTED IN REFTELS B AND C. IN SUM, POST BELIEVES THAT THE MAIN ADVANTAGE OF THE SYSTEM IS THAT IT PROVIDES IN A PORTABLE FORMAT SPEEDY ACCESS TO DETAILED CATALOGS AND SPECIFICATIONS FROM MANUFACTURERS GENERALLY WILLING TO EXPORT THEIR GOODS AND SERVICES. IN THIS REGARD, IT IS SUPERIOR TO TRADITIONAL INFORMATION SOURCES SUCH AS SWEETS AND THOMAS REGISTER. THE PROOF IS REFLECTED IN STEADILY INCREASING NUMBERS OF LOCAL USERS AND PHOTOCOPIES.

2. THE VSMF SYSTEM IS ALSO A VALUABLE COMPLEMENT TO TAIPEI TRADE CENTER ACTIVITIES. TC FLS USE THE VSMF IN RECRUITING LOCAL AGENTS' PARTICIPATION IN SHOWS AND TO PROVIDE BACKGROUND INFORMATION ON NEW-TO-MARKET US EXHIBITORS. DURING EXHIBITIONS, IT MAKES AVAILABLE TO EXHIBITORS AND ATTENDEES AN EXPANDED RANGE OF CATALOGS  
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ON COMPLEMENTARY AND ACCESSORY EQUIPMENT.

3. THE VSMF'S DRAWBACKS ARE MAINLY THE SYSTEM'S GREATER COMPLEXITY, AND THE RELATIVELY RESTRICTED COVERAGE OF US MANUFACTURERS. ALSO, AT PRESENT, KNOWN US EXPORT SALES RESULTING FROM USE OF THE SYSTEM HAVE BEEN FOR RELATIVELY SMALL AMOUNTS. POST OBSERVES, HOWEVER, THAT THE VSMF

IS OF GREATEST BENEFIT TO SMALL/MEDIUM, NEW-TO-MARKET FIRMS, WHO WOULD NATURALLY MAKE SMALLER DEALS, AT LEAST INITIALLY. FURTHERMORE, MOST EXPORT SALES ARE SIMPLY UNKNOWN TO THE EMBASSY, SO THE KNOWN FIGURES CAN IN NO WAY BE TAKEN AS REPRESENTATIVE.

4. IN VIEW OF ITS USE IN SUPPORT OF TC EVENTS, COMMERCE MIGHT CONSIDER INFORMING TC EXHIBITION AND IOGA MISSION PARTICIPATIONS THAT THEY MAY SEND CATALOGS AT AN EARLY DATE TO IHS FOR INCLUSION IN THE APPROPRIATE FILE. MOREOVER, COMMERCE MIGHT EXPLORE THE POTENTIAL OF USING THE MICROFILM READER/PRINTER FORMAT TO DELIVER ITS OWN SERVICES TO EMBASSY COMMERCIAL SECTIONS HAVING THE EQUIPMENT. FOR EXAMPLE, HAVING THE FTI INDEX LISTED BY SIC CODES IN THE VSMF FORMAT WOULD HELP IN RAPIDLY SERVICING WALK-IN AMERICAN BUSINESSMEN'S REQUESTS FOR HELP IN FINDING LOCAL AGENTS.

5. POST FINDS THE SYSTEM SO VALUABLE THAT, TO FURTHER INCREASE LOCAL AWARENESS, IT IS PLANNING TO SEND A SERIES OF CHINESE-LANGUAGE NEWS ARTICLES FOCUSING ON INDIVIDUAL VSMF FILES TO RELEVANT TRADE AND ASSOCIATION PUBLICATIONS. THIS EFFORT SHOULD ALSO HEIGHTEN THE EFFECTIVENESS OF OUR RELATED CCP CAMPAIGNS.

6. POST RECOMMENDS THE FOLLOWING FIVE FILES BE RETAINED  
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IN VSMF INSTALLATION IN TAIPEI: A) PLANT ENGINEERING SERVICE; B) DESIGN ENGINEERING; C) DOCUMENTATION SERVICE; D) BUILDING PRODUCTS FILE; AND E) MEDICAL EQUIPMENT DEVICES SUPPLIES.  
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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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22 May 2009  
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